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# Advertising: They Buy Playboy Abroad, Too

By RICHARD PHALON

The growth curve on newsstand sales of American magazines abroad has all but jumped off the chart.

A survey of a dozen publications ranging in reader interest from Scientific American to Teen Screen shows a total overseas draw this month of 600,000 copies.

As recently as August, 1962, according to Boarts International, Inc., the total for the 12 was 184,000 copies.

Boarts handles the overseas distribution on more than 50 magazines for 21 publishers. W. E. Goff, president, said yesterday that the rise has been pretty much across the board.

It is not confined to any particular audience or geographic area. According to Mr. Goff, the increase ranges from "sports, music, and entertainment to world events."

## Downbeat Is Popular

He buttresses that statement with comparative figures. In August, 1962, 7,351 copies of Downbeat, a music industry magazine, were shipped overseas. The total for this month is more than 10,600.

In August, 1962, some \$108,000 copies of Playboy were shipped abroad. This month the total is almost 500,000 copies.

Scientific American shows a similar pattern—5,265 copies in August, 1962; 14,000 copies this month.

Specialized publications like Golf (6,200 copies in August, 1962, compared with 12,500 this month), Stereo Yearbook (4,841 compared with 8,982) and Teen Screen (9,792 compared with 16,600) are sharing in the gains, too.

All of the magazines Boarts distributes are English-language editions and Britain takes about 25 per cent of the company's consignments. Europe as a whole absorbs about 50 per cent.

Mr. Goff thinks the upsurge is due partly to rising interest in what America is doing, partly, to rising income and the new affluence abroad.

American tourists, Mr. Goff says, are "not a significant factor," but the military is. The armed forces account for about 10 to 15 per cent of Boarts' worldwide sales.

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